FIGURE 1

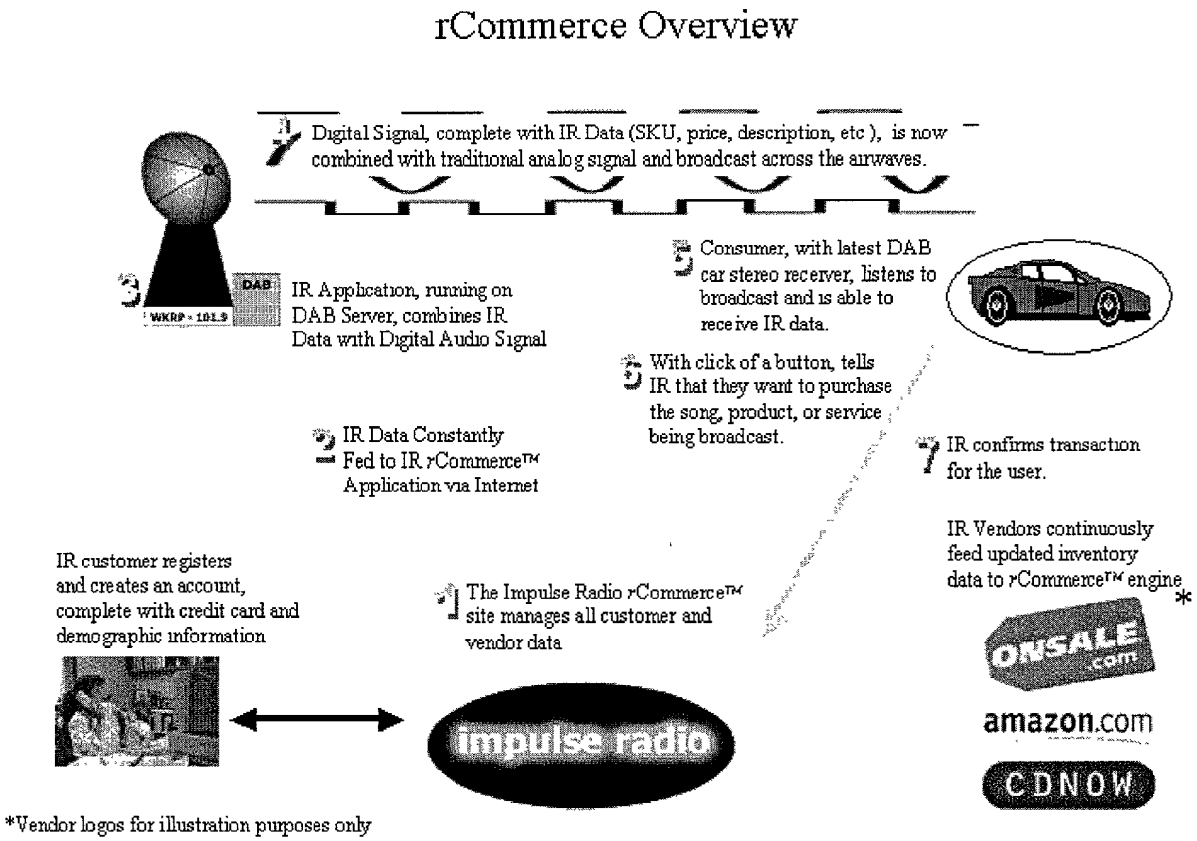
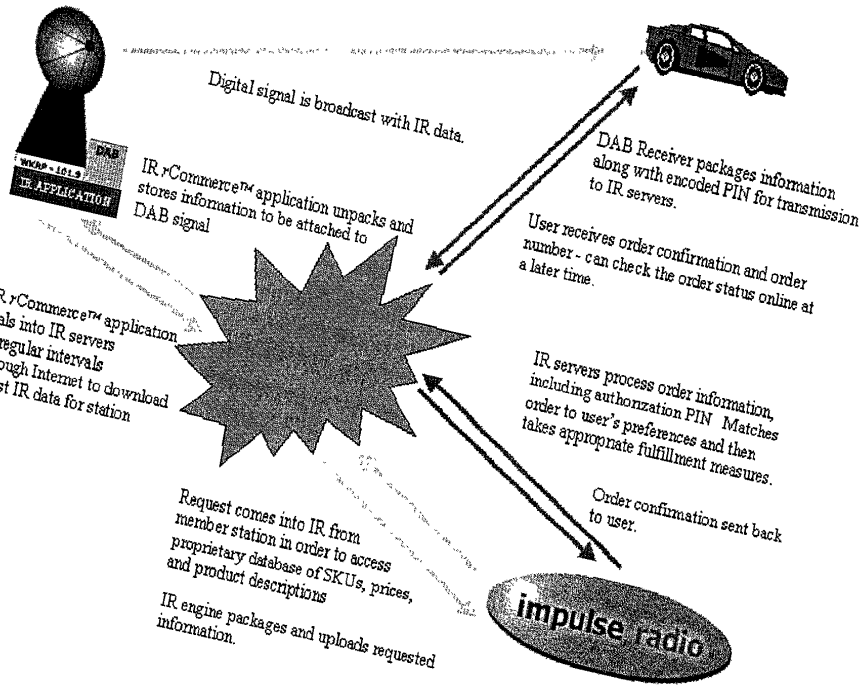

rCommerce Overview
1 Digital Signal, complete with IR Data (SKU, price, description, etc), is now combined with traditional analog signal and broadcast across the airwaves.
2 IR Application, running on DAB Server, combines IR Data with Digital Audio Signal
3 Consumer, with latest DAB car stereo receiver, listens to broadcast and is able to receive IR data.
4 With click of a button, tells IR that they want to purchase the song, product, or service being broadcast.
5 IR Data Constantly Fed to IR rCommerce™ Application via Internet
6 IR confirms transaction for the user.
IR Vendors continuously feed updated inventory data to rCommerce™ engine *
IR customer registers and creates an account, complete with credit card and demographic information
7 The Impulse Radio rCommerce™ site manages all customer and vendor data
impulse radio
ONSALE.com
amazon.com
CDNOW
*Vendor logos for illustration purposes only

FIGURE 2

rCommerce Overview



```
<!ELEMENT AudioSpace ( DigitalCopySet+ ) >

<!ELEMENT DigitalCopy ( Display | DisplayCode | bg | layout | timeLength )* >
<!ATTLIST DigitalCopy id ( 100097 | 100099 | 100101 ) #REQUIRED >
<!ATTLIST DigitalCopy name ( adline0 | adline1 | adline2 | adline3 ) #REQUIRED >

<!ELEMENT DigitalCopySet ( name, DigitalCopy+ ) >
<!ATTLIST DigitalCopySet frame NMTOKEN #REQUIRED >

<!ELEMENT Display ( img | text )* >

<!ELEMENT DisplayCode ( #PCDATA ) >
<!ATTLIST DisplayCode type CDATA #FIXED "text/html" >

<!ELEMENT bg EMPTY >
<!ATTLIST bg color ( 000069 | 000099 ) #REQUIRED >

<!ELEMENT img ( src ) >

<!ELEMENT layout EMPTY >
<!ATTLIST layout halign NMTOKEN #FIXED "center" >
<!ATTLIST layout valign ( center | top ) #REQUIRED >

<!ELEMENT name ( #PCDATA ) >

<!ELEMENT src ( #PCDATA ) >

<!ELEMENT text ( #PCDATA ) >
<!ATTLIST text color NMTOKEN #REQUIRED >
<!ATTLIST text font NMTOKEN #FIXED "SansSerif" >
<!ATTLIST text size NMTOKEN #REQUIRED >

<!ELEMENT timeLength ( #PCDATA ) >
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FIGURE 3

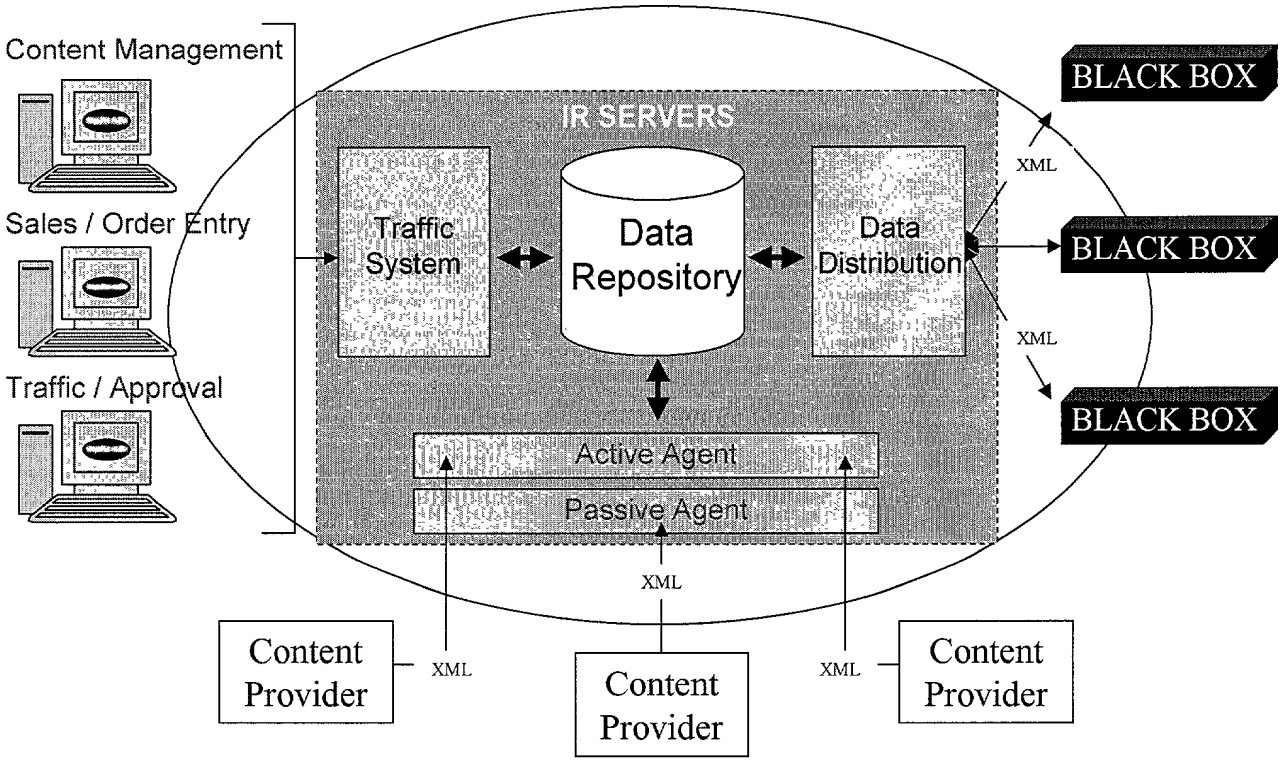

Content Management
Sales / Order Entry
Traffic / Approval
IR SERVERS
Traffic System
Data Repository
Data Distribution
Active Agent
Passive Agent
BLACK BOX
BLACK BOX
BLACK BOX
XML
XML
XML
XML
XML
XML
Content Provider
Content Provider
Content Provider

FIGURE 4

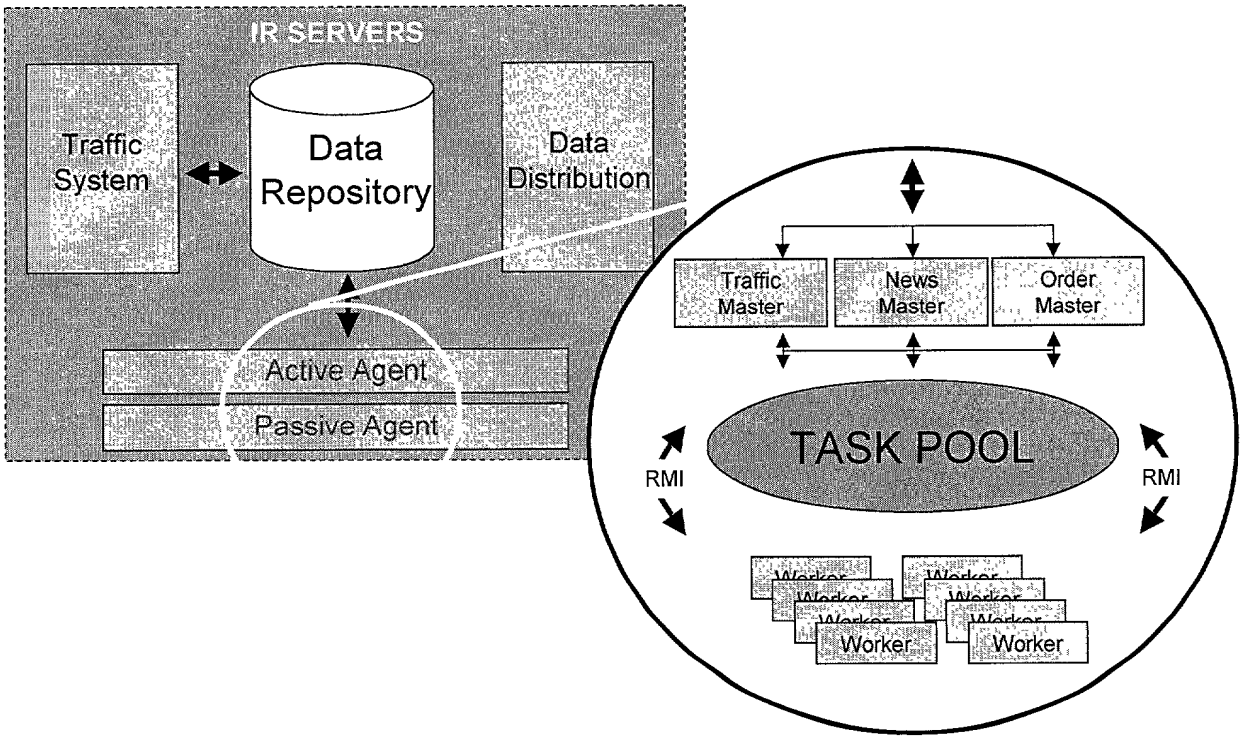

IR SERVERS
Traffic System
Data Repository
Data Distribution
Active Agent
Passive Agent
Traffic Master
News Master
Order Master
TASK POOL
RMI
RMI
Worker
Worker

FIGURE 5

Document Page

Data Transfer

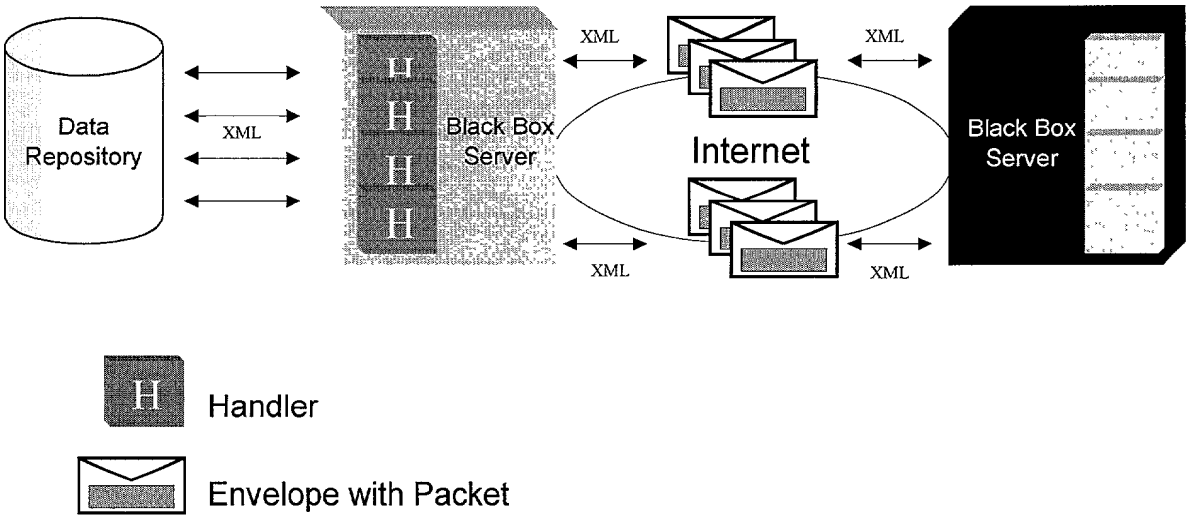
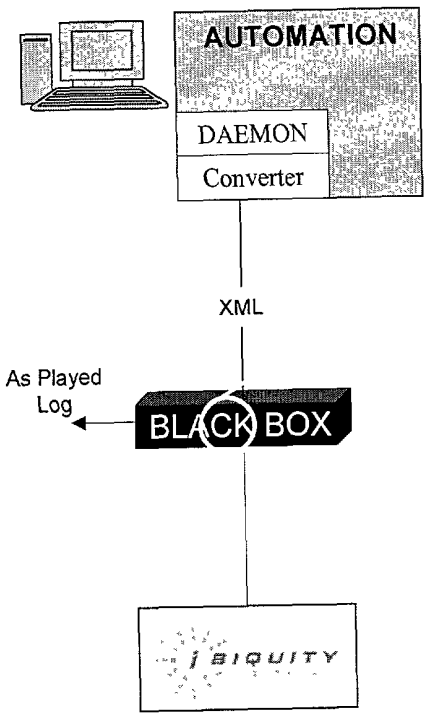


FIGURE 6


AUTOMATION
DAEMON
Converter
XML
As Played
Log
BLACK BOX
iBIQUITY

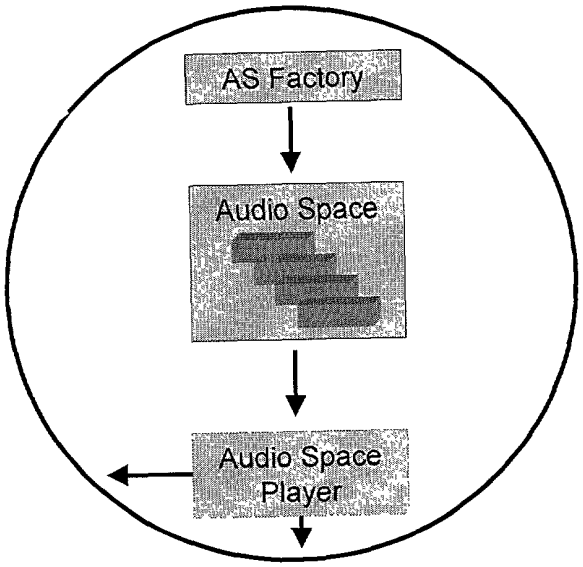

AS Factory
Audio Space
Audio Space
Player

FIGURE 7